

Message Text

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67

ACTION COME-00

INFO OCT-01 ARA-10 ISO-00 CIAE-00 EB-07 INR-07 LAB-04

NSAE-00 PA-02 SIL-01 USIA-15 PRS-01 CU-04 /052 W

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R 132155Z FEB 76

FM AMEMBASSY LIMA

TO SECSTATE WASHDC 8841

UNCLAS LIMA 1455

E. O. 11652: N/A

TAGS: BEXP, PE

SUBJECT: CATALOG SHOW-- METALWORKING AND BUILDING AND CONSTRUCTION
EQUIPMENT SHOWS

REF: 75 286207

POT SCHEDULING METALWORKING SHOW FOR MAY 3-4 AND BUILDING AND
CONSTRUCTION SHOW FOR JUNE 22-23. FOLLOWING ARE ESTIMATED
COSTS FOR SHOWS:

1. SITE RENTAL: THOUGH COURTESY OF PERUVIAN-MAERICAN CULTURAL
CENTER, METALWORKING SHOW WILL BE HELD IN THEIR EXHIBIT AREA
SITUATION IN DOWNTOWN LIMA. THIS IS EXCELLENT EXHIBIT AREA
AND WE FORESEE NO MAJOR PROBLEMS. NO CHARGE FOR SPACE. UNFORTUNATELY,
EXHIBIT HALL ALREADY TAKEN FOR JUNE SO BUILDING AND CONSTRUCTION
EQUIPMENT SHOW WILL BE HELD AT USIS ANNEX CLOSE TO EMBASSY.
ALTHOUGH SITE IS NOT AS LARGE AS CULTURAL CENTER, IT IS LARGE
ENOUGH TO HOLD CATALOG SHOW. AGAIN, THERE IS NO CHARGE FOR
SITE.

2. LIBRARIAN RECEPTIONIST: WE PLAN TO HIRE ONE PERSON TO TAKE
CARE OF BOTH SHOWS BEGINNING APRIL 4 AND RUNNING THROUGH
JUNE 30. ESTIMATE THAT COST WOULD BE EQUIVALENT TO \$55 PER
WEEK FOR TOTAL OF \$667 FOR PERIOD APRIL 4- JUNE 10. ALSO,
EMBASSY RECOMMENDS THAT IT ALSO PAY BONUS OF \$100
IF RECEPTIONIST PERFORMS WORK IN AN ACCEPTABLE MANNER. TOTAL COST
WOULD BE \$767 TO BE DIVIDED BETWEEN BOTH SHOWS.

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3. SET UP AND CONSTRUCTION FURNITURE AND SHELVES: THROUGH COURTESY OF USIS WE PLAN TO USE SHELVES THY HAVE AVAILABLE, WHICH ALTHOUGH IT MIGHT REQUIRE SOME SLIGHT MODIFICATIONS ARE ADQUATE FOR CATALOG SHOW. EMBASSY WILL ALSO TRY TO BORROW NECESSARY CHAIRS AND DESKS BUT IF NECESSARY THEY MIGHT HAVE TO BE RENTED. MAY ALSO BE NECESSARY TO PAY FOR ASSEMBLY AND DISASSEMBLY OF SHELVES AND SET-UP AND CONSTRUCTION. ESTIMATE THAT TOTAL COST FOR BOTH SHOWS WOULD BE \$300, OR \$150 PER PER SHOW.

4. HOSPITALITY: EMBASSY PLANS TO HOST RECEPTION AT SHOW SITE ON MAY 3 AND JUNE 22 FOR ABOUT 100-125 PERSONS ACTUALLY ATTENDING (TOTAL OF 225 INVITATIONS FOR EACH SHOW). ESTIMATE FOR EACH RECEPTION IS \$420. SINCE CATALOG SHOWS ARE NEW IN PERU, EMBASSY CONSIDERS THAT HOSPITALITY WILL PLAY AN IMPORTANT PART IN ATTRACTING MAJOR GOP OFFICIALS, AS WELL AS PRIVATE BUSINESSMAN TO VISIT EXHIBIT.

5. PRINTING: A COMPLETE PRINTING PACKAGE OF FORM LETTERS, INVITATIONS, CATALOG INDEX, REGISTRATION FORMS, ETC., FOR EACH SHOW WILL COST \$600. THIS ITEM DIFFICULT TO ESTIMATE SINCE COSTS ARE INCREASING STEDILY.

6. MISCELLANEOUS: TO COVER UNFORESEEN EXPENSES AND TO ADJUST VERY RAPIDLY INCREASING PRICES, A TOTAL OF \$100 SHOULD BE BUDGETED FOR EACH SHOW.

SUMMARIZING, THEREFORE, TOTAL COST FOR BOTH SHOWS IS (7 \$9))-4):

LIBRARIAN RECEPTIONIST	767
SET UP AND CONSTRUCTION	300
HOSPITALITY	840
PRINTING	1,200
MISCELLANEOUS AND	200
CONTINGENCIES	
TOTAL	\$3,307

COST PER SHOW IS THEREFORE \$1,655.

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Margaret P. Grafeld
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